



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

POL/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (134170)
National/Political
/06334717

Invoice 640606
Inv Date 10/28/2012
Terms Net 30
Contract 332908
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY 9/25
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/29/2012 1:23:14PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
2.0	Contract Line Remarks:	TODAY 7-8A/2							
	Spot	7:00:00AM- 8:00:00	Day, M-1	10/01/12 7:27AM (Mo)	00:30	Today Show	BCTV1208H	\$850.00	
4.0	Contract Line Remarks:	TODAY 8-9A/4							
	Spot	8:00:00AM- 9:00:00	Day, M-1	10/01/12 8:41AM (Mo)	00:30	Today Show	BCTV1208H	\$800.00	
6.0	Contract Line Remarks:	NEWS 6-7A/6							
	Spot	5:59:04AM-Channel	Day, M-1	10/01/12 6:57AM (Mo)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
8.0	Contract Line Remarks:	JUDY 4P/8							
	Spot	4:00:04PM-Judge Ju	Day, M-1	10/01/12 4:20PM (Mo)	00:30	JUDGE JUDY 4P	BCTV1208H	\$550.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information
shown on this invoice was taken from the official log.

Gross Total	\$3,300.00	Total Spots	4
Commission	(\$495.00)		
Net Total	\$2,805.00		